SKILLS21 Website Usability Test Plan

Collin Wang

Student Skills Assistant, TLS

December 5th, 2018

Table of Contents

Overview:

This document outlines the plan for the SKILLS21 website usability testing (www.mcgill.ca/SKILLS21).

Launched in August 2018, the website was designed and developed by Robyn Obermeyer, Communications Officer, Student Life and Learning, in consultation with Alexander Liepins, Skills Development Officer, Teaching and Learning Services.

Goals:

- To ensure users are able to:
    - Access the registration page
    - Learn about five streams
    - Find upcoming workshops
    - Locate the contact information
    - Answer questions by accessing the FAQ
    - Complete the stream quiz
- To identify design inconsistencies and/or usability problems within the user interface and content areas.
- To make recommendations for website content and/or design modifications.

Schedule and Location:

Time: TBC, winter 2019

Location: Teaching and Learning Services, McLennan Library Building

Stakeholders and Target Participants:

- Undergraduates who have registered for SKILLS21
- Undergraduate who have not registered for SKILLS21
- Faculty/Staff who are involved in SKILLS21 program delivery or admin

- Faculty/Staff who are not involved in SKILLS21 program delivery or admin
- Graduate students who completed their undergraduate degree at McGill

Graduate
- o Number: 2
- o Major
- o Gender:
- o Year:
- o Experience:

Undergraduate
- o Number: 30 (TBC)
- o Major:
- o Gender:
- o Year:
- o Experience:

Staff
- o Number: 2-6
- o Gender:
- o Office:

Faculty
- o Number: 1-5
- o Gender:
- o Office:

Participant Outreach Channels:

- Primary outreach will go through our Envoke emails to students currently registered for the program and engaged with our digital communications. This will be supplemented by Facebook/Instagram outreach.
- Efforts to reach out to non-registrant undergraduate students will be made via SSMU and Student Services student-facing channels, as well as others, to be determined later and based on participant needs.
- The Teaching and Learning Services network can be leveraged to engage graduate students, faculty members / instructors, and staff.

Sessions:

- Each session will last an expected 30 minutes

- Total hours: TBC

Equipment:

TBC following conversation about available tools through McGill IT

Scenarios:

- Screening questions:
    - Demographic questions, if necessary:
        - Status at University, i.e., student, staff, faculty, etc.
        - Year of study, role, or position at McGill
    - Have you heard of SKILLS21?
        - Yes/no
    - Have you accessed the website before?
        - Yes/no
    - If yes, which of the following the action have you completed?
        - Learn about the program
        - Register for SKILL21
        - Learn about the five SKILLS21 streams
        - See upcoming workshops
        - Find contact information
        - Access the FAQ
        - Complete the stream quiz
    - If yes, when did you access the website?
        - August 2017- August 2018: Old SKILLS21 website
        - August 2018 – Present: New SKILLS21 website
- During the tasks:
    - Register for SKILLS21
    - Where can you find more information about the SKILLS21 streams?

- o What are the five skill-areas that are included under one of the streams (Leadership, Wellbeing, Collaboration, Discovery, and Citizenship)?
  - o You are not sure which stream interests you the most. Select the Stream quiz and complete the questions.
  - o Can you find any information regarding Co-Curricular Record? What is it? How does it work?
  - o Can you find the social media channels linked on the website? What are they?
  - o Can you find the contact information?
- After the tasks:
  - o Overall experience
  - o Feedback and recommendations
- Partner specific questions (Faculty or staff)*:
  - o What is SKILLS21? Is this your first time interacting with SKILLS21 website?
  - o When you are planning to promote the program, can you find enough information from the website? (e.g. Five streams & Workshops & Contact info & Social media sites?)
  - o You don't know what the five streams are. Can you find the description of each stream on the website? Which stream is the most suitable for your program?

Metrics:

- After each task is completed, ask participants how easy it was to find the relevant information
  - o questionnaire
  - o numerical rating (Likert scale 0-5)
- Time on task: record the amount of time it takes the participants to complete the task

- Likes, Dislike and Recommendations
    - engagement, enjoyment, and experience
- Successful task completion
    - Completes the task successfully or not? Any problems occurred?
- Screen recorded the task for later analysis

Roles:

One note-taker: recording the time, notes-taking

One facilitator: guide users to complete the task

Reward:

Participants will receive a gift card ($TBC)